

Pabst Brewery Complex Adaptive Reuse



The Goal ***To increase Downtown employment opportunities***

Objectives:

- Create a place for incubator industrial and manufacturing uses.
- Improve the streetscape in and around the complex.
- Allow a range of uses in the buildings.
- Preserve and enhance the historic facades.
- Create Downtown employment opportunities.

Benefits

- Incubator industrial and manufacturing potential.
- Additional tax revenues.
- Additional jobs Downtown.
- Reactivates a dormant area of Downtown.

Responsible Parties

- Property Owner
- Private Developers
- Milwaukee Redevelopment Corporation
- City of Milwaukee
 - Department of City Development

Rationale

The recently vacated industrial complex contains significant mixed-use redevelopment potential. Rehabilitation as a light industrial, mixed-use complex could re-invigorate the employment sector. MATC will benefit from the proximity of incubator employment opportunities.

Recommendations

The Plan proposes that the landmark historic structures of the Pabst site be redeveloped into a mixed-use development. The industrial

buildings lend themselves immediately to rehabilitation as light industrial buildings. Other uses for the buildings are back offices, live/work units, studios, recreation facilities, office/distribution, storage, etc. The large floor plates lend themselves to many users.

The Plan recommends that affordable apartments be developed on upper levels of the rehabilitated buildings. Smaller affordable units could be created in separate buildings or mixed with other uses. Live-work housing would be particularly appropriate on this site. Residential uses can be compatible with light industry, service and incubator employment provided that there are strict controls of emissions, noise and truck docks.

Vacant lots and surface parking lots can be infilled with mixed-use buildings.

A high quality streetscape with street trees and lights is required. It is important that ground level or the walls surrounding the proposed jail not have visible barbed or razor wire; it can be confined to inside walls.

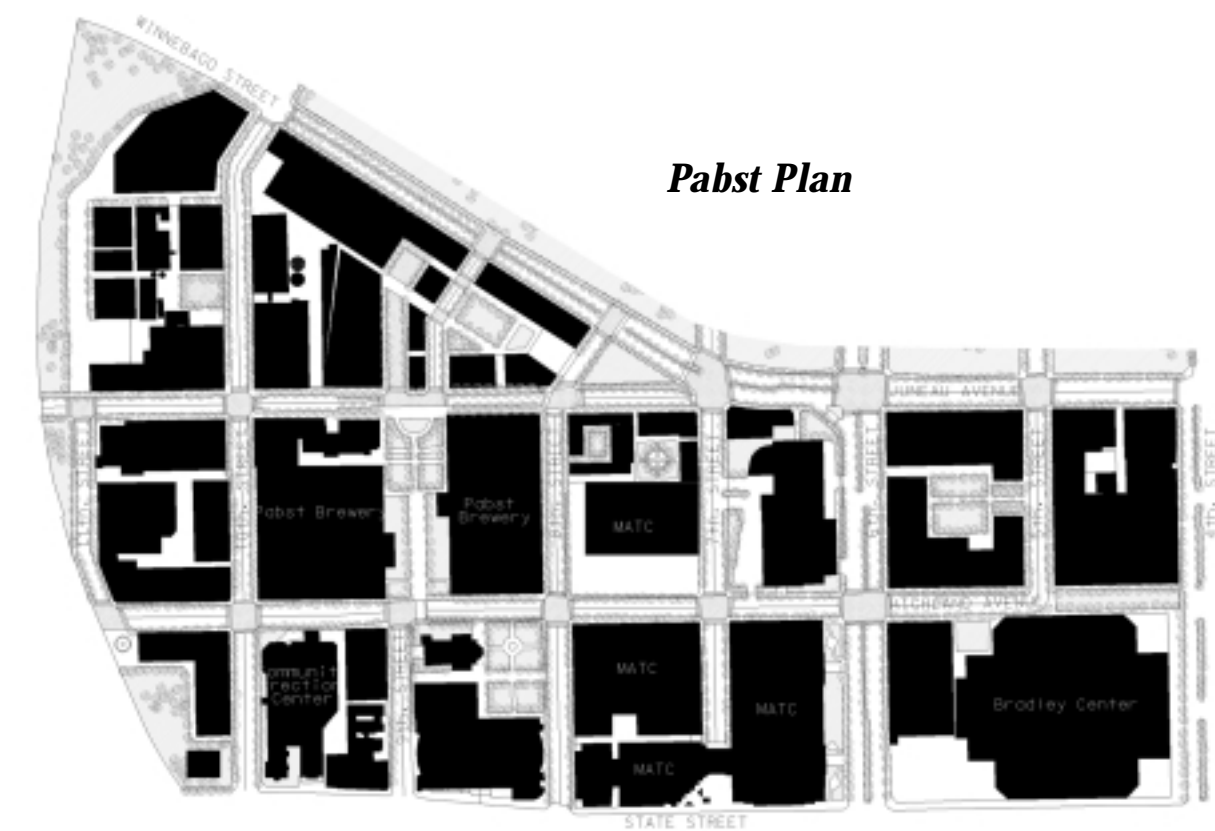
The Plan recommends mixed-use parking decks as part of the redevelopment program. The future plan for the site should program the location for industrial loading facilities and recycling areas that are not located in the primary viewsheds.

The Plan recommends a positive pedestrian realm must be created on these streets, which includes street trees, lighting and crosswalks.

Phasing

As an initial step, the Milwaukee Department of City Development and Milwaukee Redevelopment Corporation should open discussions with the property owner regarding options for redevelopment of the property.





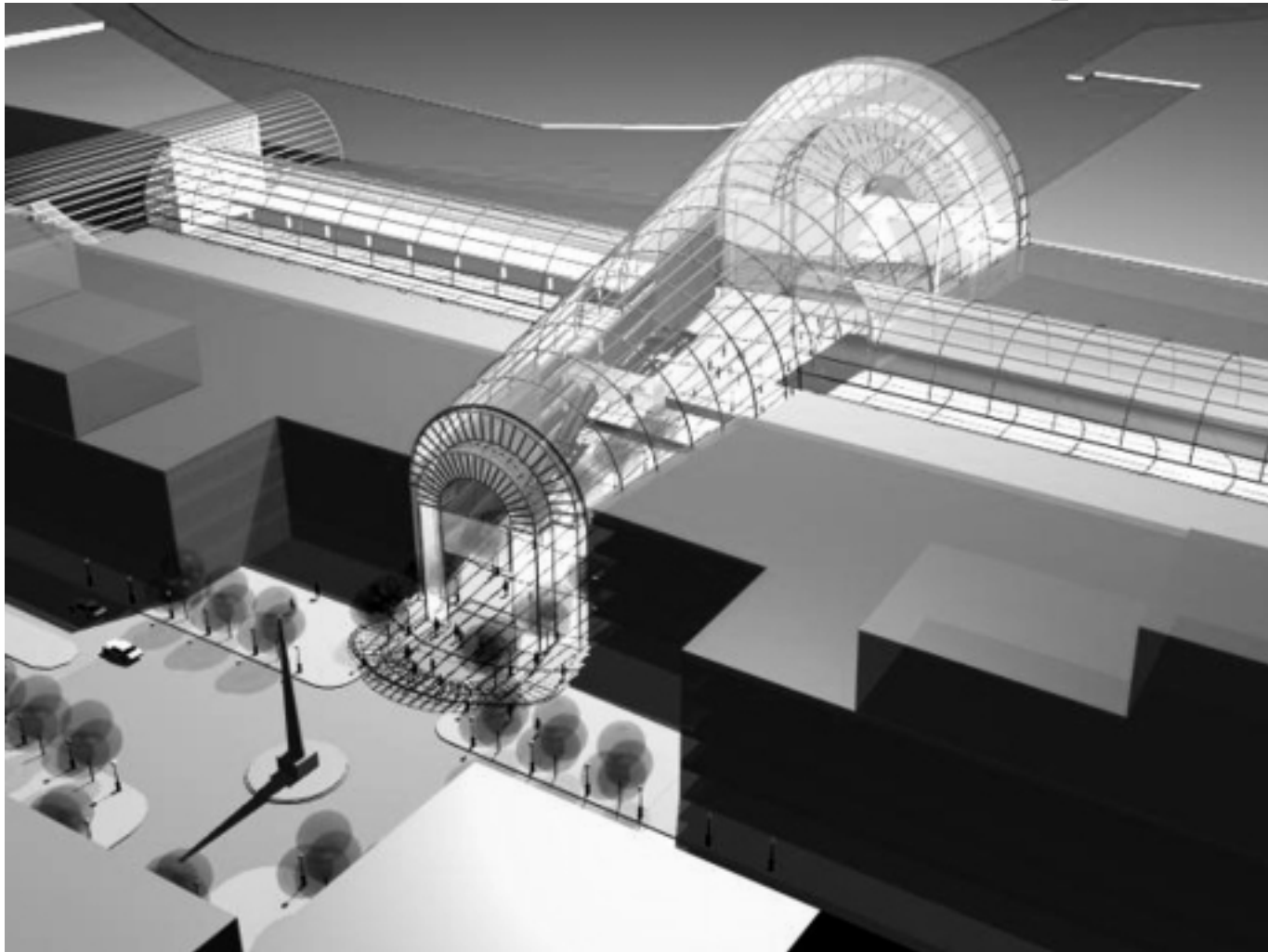
Pabst Plan



Pabst Infill in grey



Train Station / Post Office Redevelopment



Goal

Redevelop the Post Office building and Train Station into a mixed-use and multi-modal complex

Objectives

- Create a mixed-use neighborhood center.
- Enhance connections between the train station and the rest of Downtown.
- Enhance the transit experience.
- Increase transit ridership.
- Integrate all existing and proposed transit services.
- Extend RiverWalk including new opportunities for river edge parks on both sides of the Menomonee River.
- Create the opportunity for new residential types.
- Create an opportunity for long term parking facility.
- Improve St. Paul streetscape.

Benefits

- Enhance neighborhood redevelopment opportunities.
- Increase range of Downtown residential opportunities.
- Creates redevelopment opportunities at regional bus terminals.
- Increase tax revenues.
- Create new employment opportunities.
- Enhance Downtown's regional accessibility.

Responsible Parties

- Property Owner
- Private Developers
- Milwaukee Redevelopment Corporation
- City of Milwaukee
 - Department of City Development

Rationale

If the Post Office building becomes available for redevelopment there will be an opportunity to augment recent redevelopment projects. The Post Office building and Train Station can create a neighborhood center. Intensive redevelopment of the Post Office could provide incentives and confidence to rehabilitate other historic buildings in this neighborhood.

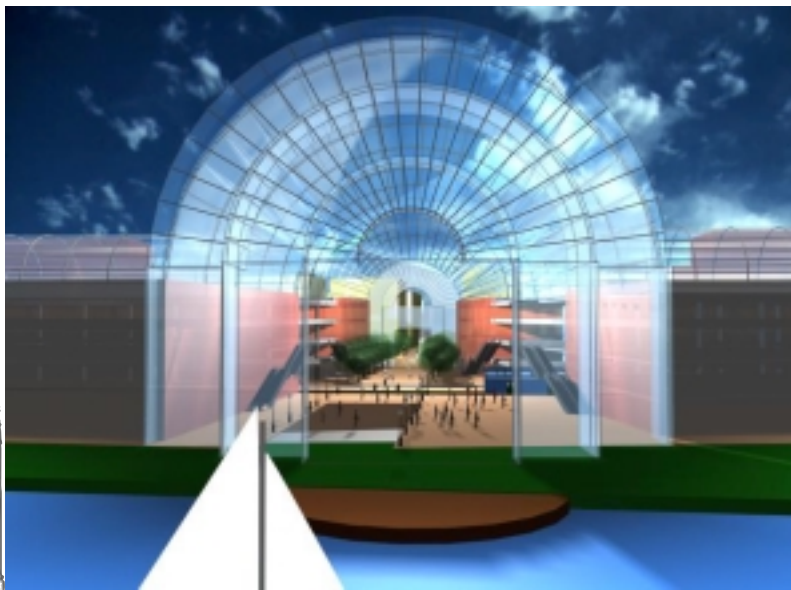
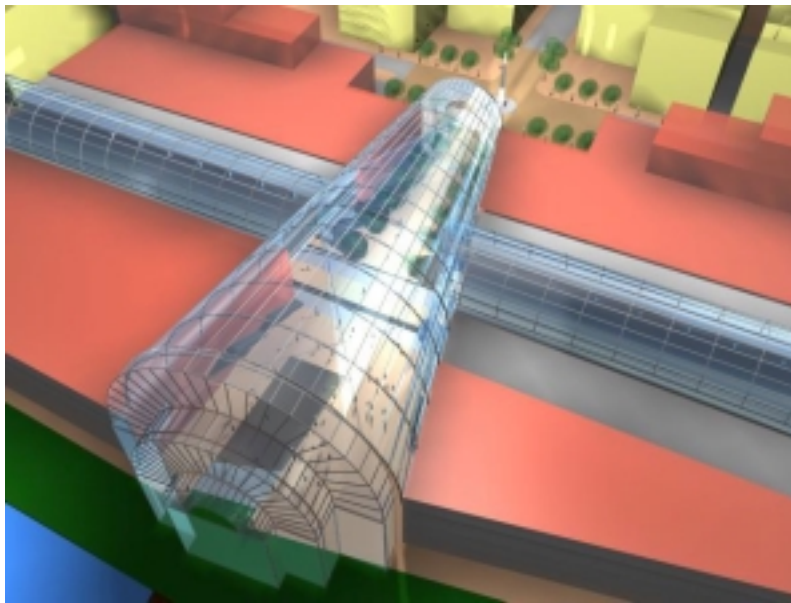
This site presents a unique opportunity to provide a mixed-use complex containing offices, retail, parking, a multi-modal transfer center, and possibly housing. It also provides an opportunity to reconnect this neighborhood to the river. Multi-modal redevelopment will improve Downtown connections to the train station thereby increasing train ridership.

Recommendations

The strategic location along the River makes this a very desirable site for redevelopment. The Plan recommends that redevelopment of the site extend the street grid of 2nd, 3rd, 4th and 5th Streets. This will have the dual benefit of providing access to the river and creating developable blocks. Each one of these streets should bridge across the tracks to the river.

The Plan recommends that, when available, this site be converted into a mixed-use, multi-modal transfer center. The site could contain a redesigned train station, offices, retail, parking, regional bus depot, housing and a branch Post Office. A schematic plan proposes a glass barrel vault to link the entrance plaza to the river, a waiting room for the station and location for cafes and related retail. This "open space" will permit views of the water and also of the passing trains. This hardscape plaza will provide a dramatically different open space experience in contrast to all other Downtown green open spaces.





Crossing the rail line will provide the largest challenge. Two possibilities include a bridge over the tracks accessed through monumental stairs, escalators and elevators. Alternatively, a movable floor could be designed to extend over the train tracks when there are no trains in the station and recess when trains approach. This will extend the pedestrian realm and connect the river to Downtown.

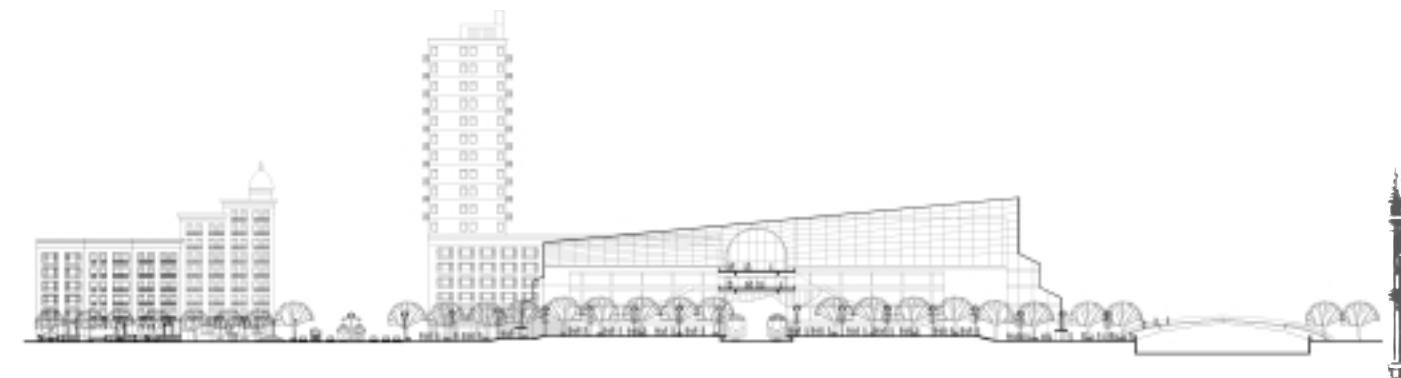
A new waterfront park and a pedestrian bridge connection to the already improved southern edge is proposed as part of this plan. The entire edge of the Menomonee River is recommended as a linear park. The Riverwalk would extend through this park. The new Post Office building should contain outdoor restaurants and cafes that overlook this linear park. Pedestrian bridges are recommended to connect the north and south sides of the river.

Two bus depots are recommended; one for the county buses and another for the regional Badger and Greyhound buses. This would ease transfers between buses, trains, trolleys and streetcar. The plan recommends that the southern and western County bus routes use this as a significant transfer location.

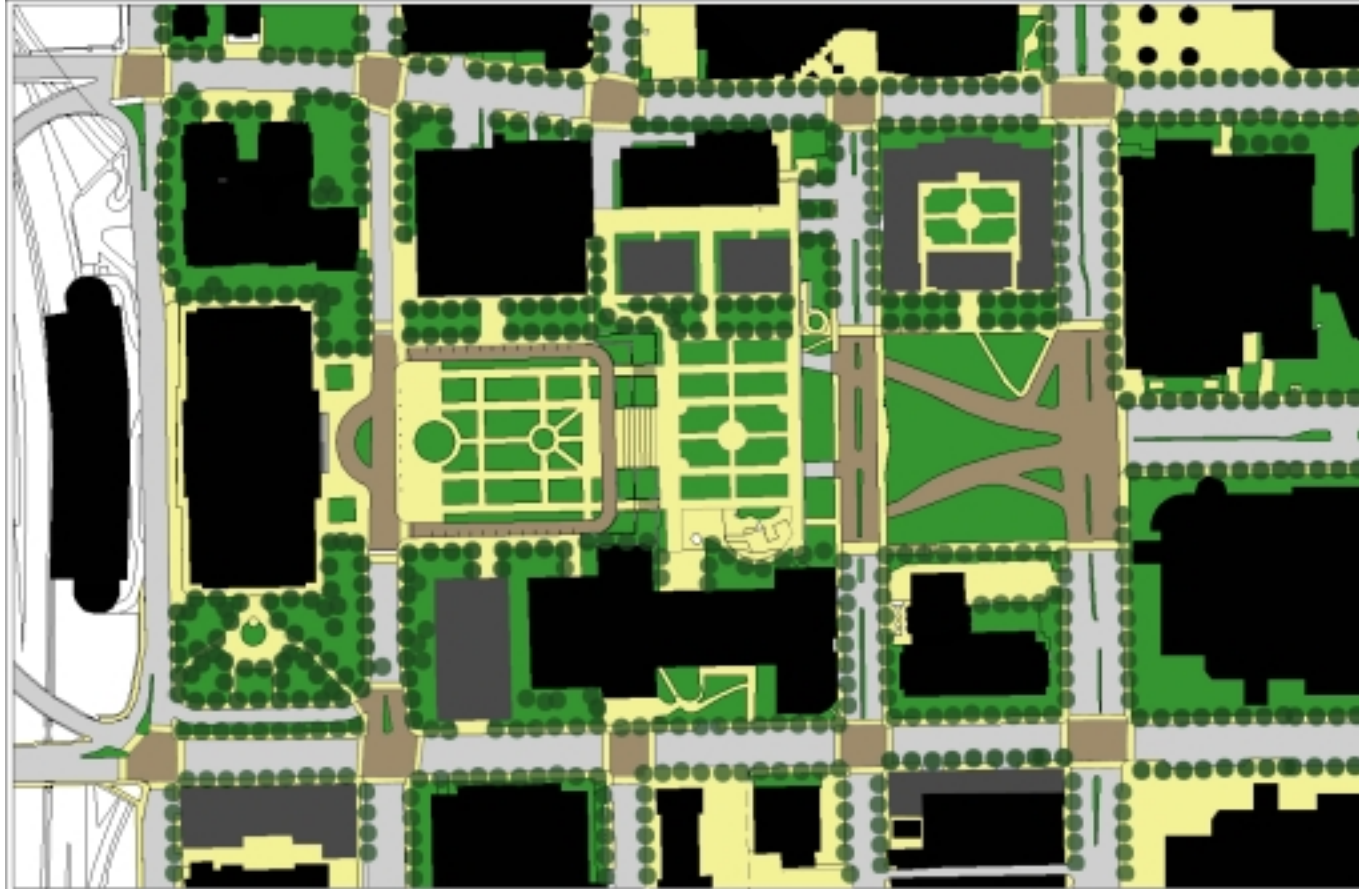
Several parking decks are recommended in this plan. These facilities would be important capture locations within the Park Once system. Signing on I-794 and I-94 will direct drives to this location.

Phasing

If the U.S. Postal Service decides to relocate from the site, the Milwaukee Department of City Development and Milwaukee Redevelopment Corporation should open discussions with the property owner regarding options for redevelopment of the property.



MacArthur Square



Goal

To identify the square as the most prominent civic complex in southeastern Wisconsin

Objective

- Provide better vehicular and pedestrian access to the square.
- To complete the square in an architecturally distinct complex.
- Reinforce the Kilbourn Boulevard visual connection.

Benefits

- More people will use and see the square.
- Create an important Downtown attraction and civic space.
- Enhance the overall image of the County government complex.

Responsible Parties

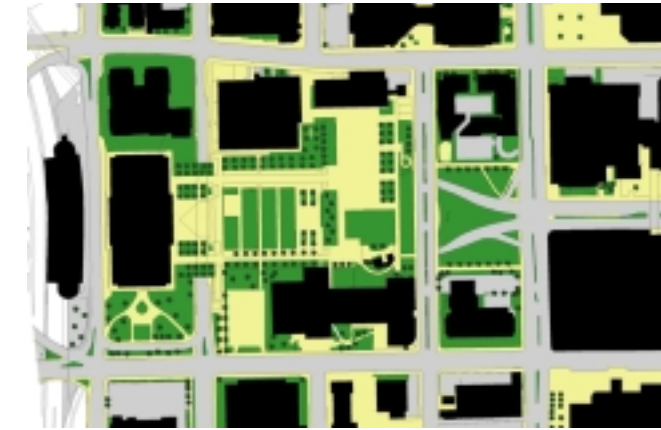
- Private Developers
- Milwaukee Redevelopment Corporation
- Milwaukee County
- City of Milwaukee
 - Department of City Development

Rationale

The character of public open space largely determines the quality of civic life. High quality public spaces are not a luxury in an important American city. Rather, the attention paid to the creation of public spaces will be reciprocated through private investments.

Recommendations

The County Court House Complex sits at the highest point in Downtown. The buildings



contain most of the County-wide governmental functions. The significance of these structures should be reflected in the site design of this complex.

The design of this square must reflect the exalted stature of the buildings and the activities within.

The plan recommends that the street structure be redesigned to allow vehicular access from 9th Street and short-term parking around the re-landscaped square. 9th Street should be elevated to the level of the square. This would permit a ceremonial entrance with a redesigned monumental staircase. The staircase should cascade across the to the square. With limited vehicular access, the square and the buildings will become more accessible.

The Plan encourages the infill of buildings to complete the civic image of this prominent civic monument, particularly at the newly vacant site at the North 6th Street and West State Street.

Phasing

The City of Milwaukee and Milwaukee County should open discussions regarding options for redevelopment of the square and surrounding property.



Existing Conditions

